



REQUEST FOR DECISION

SUBJECT:	Policy 7002 Advertising	REVIEWED AND APPROVED FOR SUBMISSION	
SUBMISSION TO:	REGULAR COUNCIL MEETING	CAO:	MANAGER: LG
MEETING DATE:	May 12, 2026	DIR: MAV	PRESENTER: LG
DEPARTMENT:	PLANNING & EC. DEVELOPMENT	LEG:	
STRATEGIC PLAN:	Governance		

RELEVANT LEGISLATION:

Provincial (cite) – N/A

Council Bylaw/Policy (cite) – Bylaw 25-980: Schedule of Fees, Policy 7000: Greenview Digital Signs, Policy 7002.

RECOMMENDED ACTION:

MOTION: That Council approve Policy 7002 Advertising, as presented.

BACKGROUND/PROPOSAL:

Greenview's Advertising Policy has been reviewed in collaboration with Communications and Legislative Services to reflect evolving advertising practices within the municipality. The proposed amendments formally incorporate for-profit advertising opportunities, prompted by the recent installation of advertising benches and commercial signage in Grande Cache. The review also considered the need to standardize how advertising proposals are evaluated across all municipal assets and to ensure consistency with current branding and community engagement objectives.

The updated policy establishes a comprehensive framework for the placement of third-party advertising on Greenview-owned property, facilities, assets, and media. It ensures that all advertising aligns with Greenview's corporate values, public image, and strategic priorities, while providing Administration with clear criteria to evaluate, approve, and manage advertising requests in a transparent and equitable manner. The amendments expand eligibility to include commercial and for-profit advertisers, introduce a random selection allocation system to ensure fair access to high-demand spaces, and reinforce accountability through defined application, approval, and monitoring processes. Collectively, these updates strengthen oversight, support revenue generation, and ensure that advertising within Greenview contributes positively to the municipality's visual identity and community standards.

BENEFITS OF THE RECOMMENDED ACTION:

1. The benefit of Council accepting the recommended motion is that the policy supports economic development and community promotion through structured advertising opportunities.
2. The benefit of Council accepting the recommended motion will be that the policy expands eligibility to for-profit businesses and uses a random selection process to provide fair access to advertising, giving local businesses more opportunities to promote themselves.

DISADVANTAGES OF THE RECOMMENDED ACTION:

There are no perceived disadvantages to the recommended motion.

ALTERNATIVES CONSIDERED:

Alternative #1: Council may alter or take no action on the recommended motion. However, Administration recommends adoption of the policy to ensure advertising practices remain consistent, transparent, and beneficial to Greenview communities.

FINANCIAL IMPLICATION:

There are no financial implications to the recommended motion.

STAFFING IMPLICATION:

There are no staffing implications to the recommended motion.

PUBLIC ENGAGEMENT LEVEL:

Greenview has adopted the IAP2 Framework for public consultation.

INCREASING LEVEL OF PUBLIC IMPACT

Inform

PUBLIC PARTICIPATION GOAL

Inform - To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.

PROMISE TO THE PUBLIC

Inform - We will keep you informed.

FOLLOW UP ACTIONS:

Administration will incorporate any revisions/additions and update the policy registry.

ATTACHMENT(S):

- Policy 7002 Advertising (Current)
- Policy 7002 Advertising (Draft)
- Administrative Policy 08-01
- Advertising Agreement
- Advertising Application Form